AMERICAN ATHLETIC CONFERENCE

STYLE GUIDELINES | MAY 2013

WHAT THIS STYLE GUIDE INCLUDES

In this style guide and accompanying CD, you will have all relevant artwork files with appropriate guidelines for approved usage of the marks. For the American Athletic Conference to be perceived as disciplined, strong, stable and successful, member schools, vendors, media outlets and corporate sponsors must all adhere to a strict and consistent application of our new, visual branding system.

While we have taken extra care to identify common situations relative to proper use of the marks, no style guide can cover all possible applications or contingencies, and we know that individual member schools will have unique challenges or applications. If you have follow-up questions or need assistance, please email branding@theamerican.org or contact the American Athletic Conference office at 401-244-3278.

We have every reason to be proud of the new collegiate athletic conference that we have rebuilt and are about to launch. Use these marks with care, and with respect for your fellow conference schools, as we watch the American Athletic Conference brand become a symbol for excellence on the field, court, diamond and in the classroom.

IDENTITY MARKS / RESTRICTIONS

The American Athletic Conference primary, secondary and wordmark logos are the cornerstones of our identity system. They distinguish the conference and present a cohesive, recognized image of our brand. Therefore, they must be used consistently and never be manipulated, changed, disassembled, used as part of other logos or otherwise modified.

All publications, web applications, advertising and on-campus depictions of the marks must be consistent with the branding guidelines outlined on the following pages, or otherwise approved by the conference office. If the cause is deemed justified, some exceptions may be granted. The use of any conference logo for retail or resale purposes must be approved by the conference office.

If any logo usage is deemed incorrect, improper or found to be non-conforming to established style guidelines, the member school will be asked to remove or correct the incorrect usage in the environment or media where it is depicted or presented.

OFFICIAL AMERICAN ATHLETIC CONFERENCE LOGO

The primary and official American Athletic Conference logo uses a "varsity" or block letter A that incorporates a stylized red star element, with stacked lettering below the graphic A icon. While we've applied contemporary upgrades to the typeface – making it proprietary and unique – the classic, varsity style A has been in existence for decades and was chosen purposefully to give our rebuilt conference immediate credibility, familiarity and a sense of being stable, strong and well established.

The star element has a white stroke around it and a prescribed tilt, giving the iconic logo a dynamic and energetic personality. The elongation of one of the star's points, and its relationship to the A, adds a quality of aspiration, reach and expansiveness. This star element and the A are in a fixed relationship, and should never be altered, modified or repositioned in any way.

The typeface for the word "AMERICAN" stacked under the graphic A is not a standard typeface and must be reproduced using the official production artwork. The typeface for the stacked words "ATHLETIC CONFERENCE" is Univers (see pages 18-19 of this style guide for the approved ancillary typeface).

Other key elements of the primary mark include a gray drop shadow as a perimeter design element around the A, as well as a radial gradient or "flare" within the blue letter field. Both are added to give the mark a three-dimensional, contemporary look with added vibrancy. Note that this primary mark with stacked lettering has a vertical orientation and is best used when vertical space is readily available.

FOR USE ON WHITE BACKGROUND

FOR USE ON DARK BACKGROUND

REPRODUCING THE AMERICAN ATHLETIC CONFERENCE LOGO

The primary mark is a 4-color logo and should be reproduced using the official production artwork, which is available in an electronic format. The logo is available in several electronic formats, including tiff, jpeg, gif, bitmap and eps.

LOGO COLOR

While there is a defined color palette for the solid color version of the primary mark (see below), the primary mark shown here should always be used when possible and reproduced in 4-color for consistency and brand integrity.

PMS 485

C: 0
M: 95
Y: 100
K: 0

PMS 282

C: 100
M: 68
Y: 0
K: 54

2-COLOR VERSION OF PRIMARY LOGO

3-COLOR VERSION OF PRIMARY LOGO

COLOR PALETTE

The preferred reproduction of the logos and wordmarks for the American Athletic Conference is a 4-color process. However, where the 4-color process is not practical on some substrates and surfaces, these solid color versions can be used. Using the following color palette is consistent with, and supports, the conference branding guidelines.

PRINTED COLOR

The American Athletic Conference has a suggested primary color palette that contains PMS 485 (RED) and PMS 282 (BLUE). These colors are specified in a value of the Pantone Matching System®.

SOLID COLOR (PMS)

The colors shown in this style guide are approximate and are not intended to match the Pantone color standards. The colors displayed on your screen or printed from your computer are only approximate representations of solid printed inks. Please refer to Pantone guides for color accuracy (Pantone® is a registered trademark of Pantone, Inc.).

4-COLOR PROCESS (CMYK)

The logos for the American Athletic Conference were designed to be recreated in a 4-color process. This uses a mixture of Cyan, Magenta, Yellow and Black (CMYK) to get a precise reproduction of the prescribed colors for the conference marks. Whenever possible, please recreate the conference logos in their 4-color process versions.

SECONDARY LOGOS

This secondary American Athletic Conference logo in red uses a "varsity" or block letter A that incorporates a stylized star element (blue, in this case), with stacked lettering below the graphic A icon. In the red logo version, there is no radial gradient within the red letter field, but it does appear in the blue star. Note that this red secondary variation of the primary mark has a vertical orientation and is best used when vertical space is readily available. However, while it is an approved logo, this red variation should not replace the blue primary mark – our official logo – if the blue primary mark works for your application.

REPRODUCING THE RED SECONDARY LOGO

This secondary mark in red is a 4-color logo and should be reproduced using the official production artwork, which is available in an electronic format.

LOGO COLOR

While there is a defined color palette for the solid red color version of this secondary mark (PMS 485 Red, PMS 282 Blue), the mark shown here should always be used when possible and reproduced in 4-color for consistency and brand integrity.

SECONDARY LOGOS - RED VARIATION
(CONT.)

FOR USE ON WHITE BACKGROUND

2-COLOR VERSION OF SECONDARY LOGO

FOR USE ON DARK BACKGROUND

3-COLOR VERSION OF SECONDARY LOGO

SECONDARY LOGOS–
1-COLOR, GRAYSCALE AND KNOCKOUT VARIATIONS

Some member schools have expressed that the blue primary mark might create conflicts with their individual school logo colors or competitive school logos, and prefer the use of a 1-color, grayscale or knockout variation of the mark, particularly for surface applications.

These alternate versions of the mark, shown here, should be treated consistently in much the same way as the 4-color and solid color versions for surface applications and reproductions.

WORDMARKS

Two official wordmark logos have been developed for the American Athletic Conference and are presented here as the words "American" and "The American." They can also be depicted with the baseline phrase "Athletic Conference" if preferred.

In developing the wordmarks, the iconic red star of the primary mark has been excised for use as the "dot" on the letter "i" in American. Note that the relationship of this star element over the letter "i" is fixed and should never be altered, modified, enlarged or repositioned in any way. The radial gradient has also been incorporated into these wordmarks inside the blue lettering.

The wordmark typography is not a standard typeface and was uniquely modified and spaced for the American Athletic Conference. Therefore it should be reproduced using the official production artwork as a 4-color logo and must never be recreated or changed.

Like the primary and secondary graphic marks, the wordmarks are available in electronic formats, including tiff, jpeg, gif, bitmap and eps.

FOR USE ON DARK BACKGROUND

WORDMARKS *(CONT.)*

While we always prefer the use of the primary vertical conference logos, all the wordmarks, horizontal in orientation, offer additional flexibility when vertical space is limited.

Also note that since we introduced the conference name in the spring of 2013, the term "The American" has been adopted rapidly in conversation, especially with media outlets looking for a memorable and "catchy" shorthand for this new conference. Several member schools have also expressed a strong favorable reaction to this "nickname."

We approve of "The American" as a nickname and we invite member schools to use the wordmark versions presented on these pages as situations dictate.

2-COLOR VERSION OF WORDMARKS

WORDMARKS *(CONT.)*

A 2-color version of the wordmarks is also available when 4-color applications are not possible. The defined color palette is PMS 485 (RED) and PMS 282 (BLUE).

WORDMARKS *(CONT.)*

3-COLOR VERSION OF WORDMARKS

1-COLOR VERSION OF WORDMARKS

4-COLOR VERSION

2-COLOR VERSION

1-COLOR VERSION

WORDMARKS *(CONT.)*

The conference URL address can be recreated as a 4-color, 2-color, or 1-color wordmark as indicated.

CONFERENCE LOGO WITH TEXT

When using associated text underneath the primary mark (for example, with employee titles, offices, etc.) the text should be the same height of the logotype in the words "ATHLETIC CONFERENCE." You should use UNIVERS 47 Light Condensed Oblique.

See next page for complete font list.

UNIVERS 47 LIGHT CONDENSED
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890!@#$%&

UNIVERS 47 LIGHT CONDENSED OBLIQUE
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890!@#$%&

UNIVERS 57 CONDENSED
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890!@#$%&

UNIVERS 57 CONDENSED OBLIQUE
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890!@#$%&

UNIVERS 67 BOLD CONDENSED
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890!@#$%&

UNIVERS 67 BOLD CONDENSED OBLIQUE
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890!@#$%&

TYPOGRAPHY

The American Athletic Conference primary, secondary and wordmark logos use type treatments that have been created for the conference, and are unique and exclusive to us.

However, to provide greater flexibility, the conference has selected a sans serif typeface that can be used in conjunction with the conference logos. Our sans serif font is UNIVERS. This is the same font used in the words "ATHLETIC CONFERENCE" in our primary logo. It is a clear, strong, easily readable, contemporary font.

Using this selected type font assures that every communication from the conference and our member schools will adhere to a uniform, cohesive and consistent style and maintain brand integrity.

UNIVERS 45 LIGHT
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890!@#$%&

UNIVERS 45 LIGHT OBLIQUE
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890!@#$%&

UNIVERS 55 ROMAN
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890!@#$%&

UNIVERS 55 ROMAN OBLIQUE
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890!@#$%&

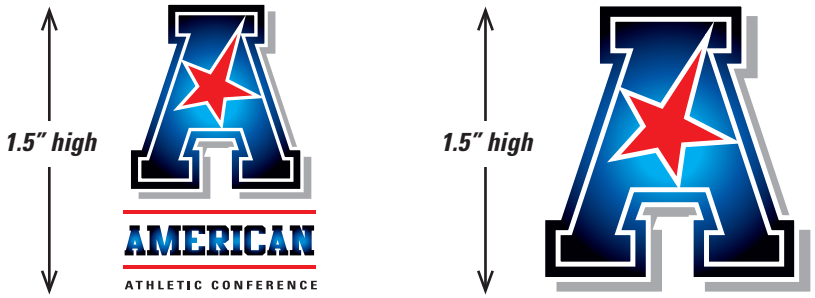
UNIVERS 65 BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890!@#$%&

UNIVERS 65 BOLD OBLIQUE
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890!@#$%&

UNIVERS 75 BLACK
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890!@#$%&

UNIVERS 75 BLACK OBLIQUE
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890!@#$%&

TYPOGRAPHY
(CONT.)



LOGO SIZING

While there are no restrictions on how large the American Athletic Conference logos can be, there are restrictions on the minimum size. In no case should the primary logo unit be reproduced smaller than 1.5" high. The wordmarks should not be reproduced smaller than 1.5" wide.

The logos should always appear as large as possible for clarity and readability, while allowing for our prescribed isolation and clear space specifications.

The logos must be scaled proportionately to accommodate applications as diverse as website graphics, campus banners, field markers and promotional materials. This can be achieved successfully by reproducing the chosen mark using the official production artwork.

CLEAR SPACE

Careful attention to the area of isolation around the conference marks assures that they will always be easily read and never be combined or overlapped with any other logos, text, images or graphics.

The clearance area is a space equal in size to the width of the star at the approximate 8 o'clock / 4 o'clock star point positions.

Stretching/Horizontal Expanding

Stretching/Vertical Expanding

Reconfiguring

Shadowed

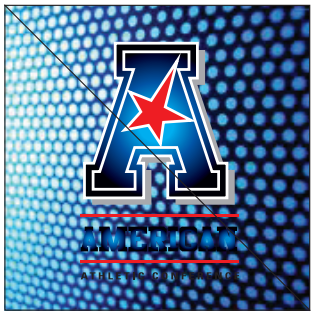
Ghosting/Watermark

Background Image

INCORRECT LOGO USAGE

Incorrect usage of the American Athletic Conference marks compromises the integrity of the brand and impedes our goal of achieving a unified branding effort. Therefore, variations of the marks are not permitted. This page outlines incorrect usages of the conference logo that violate the established guidelines outlined by the American Athletic Conference. Please avoid any treatment, application or usage of the marks that alters branding elements, affects legibility or otherwise modifies the logos in any way.

INCORRECT LOGO USAGE
(CONT.)



Pattern

Enclosing

Screening

Screening

Unapproved Color Usage

Mascot Wrapping

UNIFORM LOGO –
2-COLOR OR SCHOOL COLORS VERSION
FOR USE ON LIGHT OR DARK UNIFORM

KNOCKOUT VERSION FOR USE ON DARK UNIFORM

UNIFORMS – GENERAL

Incorporating the American Athletic Conference logo on your basketball and football uniforms is mandatory. The use on all Olympic sport uniforms is strongly encouraged but not mandated.

Only the iconic version of our vertical primary logo (without the AMERICAN lettering below the A icon), shown on these pages, is allowed for all uniform use. The iconic vertical logo maximizes the readability of our conference mark and should be directly embroidered onto the uniform (no patches).

Our official 2-color logo shown, or your school colors version (see page 32), should be used on light or dark uniforms. A knockout/white variation of the logo can be used on dark uniforms only.

The size of the logo should always be equal to or greater than the manufacturer's logo and never be any smaller than 2" high.

MEMPHIS

PMS 877

PMS 280

TULSA

PMS 871

PMS 294

MEMBER SCHOOL PRIMARY LOGO CUSTOMIZATION

It is acceptable for a member school to create a 3-color variation of the primary mark for their individual school colors. Two examples of a 3-color variation are presented here.

The conference does not authorize individual school mascots to be wrapped around the primary mark as a customization method.

All customized logo variations must be approved by the conference office before use.

WEB, PSAs, MERCHANDISING AND OTHER USES

WEB

All member schools are required to include the conference logo and link to TheAmerican.org on the homepage of their athletic website.

PSAs

All member schools are required to include the conference logo at the end of their PSAs. A separate logo stating "A Proud Member Of," shown here, has been created for this purpose.

PUBLICATIONS

Member institutions are encouraged to reference the American Athletic Conference name or incorporate the logo on the cover of all athletic publications.

STATIONERY

Member institutions are strongly encouraged to reference the American Athletic Conference name or incorporate the logo on all athletic department stationery.

ADVERTISING/PROMOTION

Member institutions are strongly encouraged to reference the American Athletic Conference name or incorporate the logo on all game and athletic-related advertising, athletic posters, flyers, announcements and promotional materials.

MERCHANDISING

Any merchandising use of the American Athletic Conference must go through the Licensing Resource Group (see contact information on page 29) and be approved by the conference office.

INQUIRIES AND CONTACT INFORMATION

FOR STYLE GUIDE QUESTIONS CONTACT:

American Athletic Conference
15 Park Row West, 3rd Floor • Providence, RI 02903
T: 401-244-3278
F. 401-633-3160
Email: branding@theamerican.org

FOR MERCHANDISING QUESTIONS CONTACT:

The Licensing Resource Group
T: 616-395-0676
www.lrgusa.com

DISCLAIMER:

The marks contained in this document and those in the accompanying compact disc are trademarks and the sole property of the American Athletic Conference. Any and all uses of these trademarks are granted by permission only. Use of these marks outside the specifications described herein is restricted and requires the written permission of the American Athletic Conference. For permission, please submit your request with a sample of the proposed usage to the conference office at the address above or to branding@theamerican.org. The conference will respond within 10 days. No response does not imply approval.

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